Arizona Iced Tea built up anticipation for the launch of their 20th anniversary flavor using creative allies. The winning design was printed on over 1 million cans and sold nationwide.
PROFESSIONAL ARTWORK FROM AROUND THE GLOBE

CAMPAIGN HIGHLIGHTS:
- 2,000 DESIGNS
- 1,500 ARTISTS
- OVER 600,000 PAGEVIEWS
- OVER 5 MILLION IMPRESSIONS IN SOCIAL REACH
The winning designer ‘OneVibe’ goes on to collaborate with Arizona Iced Tea to create a whole new can series!

Arizona 20 YEARS